

**YOUTH SUBCULTURE REPRESENTATION OF STREETWEAR  
FASHION IN URBAN COMMUNITIES (SEMIOTIC FASHION  
ANALYSIS DIANARIKASARI PHOTOGRAPH ON INSTAGRAM  
@DIANARIKASARI)**



**Compiled as one of the requirements for completing the Study of Bachelor Degree in  
Communication Science Program Communication and Informatics Faculty**

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**APPROVAL**

**YOUTH SUBCULTURE REPRESENTATION OF STREETWEAR FASHION IN  
URBAN COMMUNITIES (SEMIOTIC FASHION ANALYSIS DIANARIKASARI  
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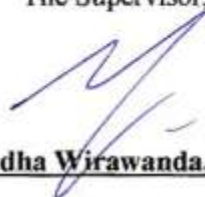
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## TESTIMONY

Herewith, I pronounce this research paper, there is no plagiarism of the previous study, which has been raised to obtain bachelor degree of university, or there are opinion or masterpiece, which have been written or published by others, except those in which the writing are referred in the manuscript and mentioned in the bibliography.

Later, if it is proven any some untrue statements in this testimony. I will fully responsibility.

Surakarta, February 11<sup>th</sup> 2020

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# **YOUTH SUBCULTURE REPRESENTATION OF STREETWEAR FASHION IN URBAN COMMUNITIES (SEMIOTIC FASHION ANALYSIS DIANARIKASARI PHOTOGRAPH ON INSTAGRAM @DIANARIKASARI)**

## **Abstrak**

Diana Rikasari adalah salah satu pecinta mode yang terlahir untuk melanggar batas ketika berdandan, dia mencoba berpakaian dengan menumpuk dan menabrakan dengan apa pun yang dia suka. Peneliti mencoba untuk mengeksplorasi gaya pakaian Diana Rikasari yang unik dan banyaknya warna yang membuat para penggemar mode mulai konsisten dengan kebiasaan dengan percaya diri. Penelitian ini menjadi menarik karena busana yang digunakan oleh Diana Rikasari di akun Instagram-nya mencoba menyampaikan representasi dari pakaian street fashion. Diana juga memiliki cara untuk menunjukkan diri melalui branding pribadi dengan pakaian unik yang membuat busana yang ditampilkan dalam foto-fotonya di Instagram menarik untuk dilihat. Penelitian ini menggunakan analisis semiotik Roland Barthes dan Fashion System Roland Barthes untuk menganalisis makna mode. Objek penelitian ini adalah foto Instagram Diana Rikasari dan subjek penelitian ini adalah mode yang digunakan oleh Diana Rikasari. Teori yang digunakan dalam penelitian ini mencakup mode sebagai komunikasi, semiotika mode, dan representasi subkultur anak muda tentang mode streetwear. Hasil dari penelitian ini adalah terdapat representasi yang ingin ditampilkan oleh foto Diana Rikasari di Instagram melalui kategorisasi anak muda seperti budaya pemberontakan, mode dan kenakalan anak muda, mode dan pemuda baik, dan anak muda feminin yang romantis ditampilkan dari fashion Diana Rikasari.

**Kata kunci:** fashion, representasi, semiotika, subkultur pemuda.

## **Abstract**

Diana Rikasari is one of the fashion lovers who born to breaking the line when dressing up, she tries to dress by piling and colliding with whatever she likes. Researchers tried to explore Diana Rikasari's unique style of dress and the many colors that started fashion enthusiasts to begin to be consistent with such habits with confidence. This has become interesting research because the fashion used by Diana Rikasari in her Instagram account is trying to convey the representation of fashion streetwear. Diana also has a way to show herself through personal branding with unique clothes that make the fashion shown in her photos on Instagram interesting to be examined. This research used semiotic analysis of Roland Barthes semiotic analysis and the Fashion system of Roland Barthes to analyze the meaning of fashion. The object of this research is Diana Rikasari's Instagram photo and the subject of this research is the fashion used by Diana Rikasari. The theory used in this study includes fashion as communication, fashion semiotics, and youth subculture representation of streetwear. The results of this study are there are representations that want to be displayed by a photo of Diana Rikasari on Instagram through the categorization there are rebellion culture, fashion as delinquent of youth, fashion and respectable youth, and romantic feminine shown from Diana Rikasari's fashion.

**Keywords:** fashion, representation, semiotics, youth subculture.

## **1. INTRODUCTION**

Modern fashion has begun to enter the creative industry which is developing every year. Fashion trend itself evolved from time to time and gave birth to a unique fashion

statement. Many creative industries support of young fashion designers and fashion connoisseurs who take advantage of fashion trend from previous years to become more modern with the many fashion shows in the world (Angelina & Pingkey, 2015).

Fashion itself is no longer interpreted as a protective body but a means of communication. Not just a style of dress, fashion can also explain how one's social identity and convey messages that are not delivered verbally (Angelina & Pingkey, 2015). Fashion can not be separated from lifestyle in everyday life, with the attributes of fashion that are used such as clothes and accessories will show the character of the wearer like what (Trisnawati, 2011).

Fashion itself can express the individual side by involving beliefs between clothing and communication about color and mood. This makes "addicted" to one's feelings to continue to get the pleasure of showing his appearance and get the attraction of each other. Fashion that we wear can make statements about ourselves, even if we are not people who care too much about the clothes we wear, people who interact with us will still interpret our appearance as if we intentionally made a message (Barnard, 2011).

Although fashion trends always experience many developments, trends are considered to be one of the most dominant aspects in influencing the rate of development of fashion and fashion styles in various parts of the world. Every trend, especially in the fashion category, certainly has a variety of characteristics from time to time. Lately, fashion trends with a distinctive style of street fashion or better known as streetwear.

Streetwear fashion is a fashion or a distinctive style of street fashion that embraces various meanings, messages to ideologies that are closely related to the various scenarios and street culture in it (Feisol, 2008). By presenting themselves by dressing in public by what is desired to achieve the expected self-image. Diana Rikasari is one of the fashion connoisseurs born cause breaking the line when dressing up, she tries to dress by piling and colliding with whatever she likes. Each person has their way of presenting themselves to others (Irama, 2013).

Diana is the first fashion blogger in Indonesia, thanks to her presence through her blog "Hot Chocolate and Mint" which is located at [dianarikasari.blogspot.com](http://dianarikasari.blogspot.com), a fashion blogger trend is emerging (Imawati, et al 2016). Being a fashion blog since 2007, Diana has received several blog awards and has been a speaker at various seminars. Diana was also appointed to be the IM3 Brand Ambassador. Diana began to enter the fashion retail industry by creating a UP and SCHMILEYMO fashion brand. Through her work in the fashion brand, Diana has been recognized as one of the 100 Most Influential Youth, Women, Netizens

(YWN) by the Marketeers and Market Inc., Diana was awarded the Top Fashion Influencer by Influence Asia as she write on her blog.

In its development, fashion connoisseurs are not only on bloggers but also on various social media such as Instagram, Twitter, Facebook and YouTube personally. Diana Rikasari's Instagram account was followed by 234,457 with 9,953 photo posts (as of June 28, 2019). Every photo posting of Diana Rikasari always gets a lot of responses from her followers both likes and comments that come not only from within the country but also from various countries that are followers of Diana Rikasari.

On February 16, 2019 ago in Switzerland precisely at the Museum Historisches und Völkerkunde there was a Diana Rikasari wax statue that used a collection of personal clothing and accessories that would become the museum's archives for some time to come (Ellora, 2019). Diana, who initially only had a hobby of matching and matching clothes and accessories, became so famous for her unique style of dress and using many colors, regardless of how to dress in general.

In this study, researcher tried to explore Diana Rikasari's unique style of dress and the many colors that started fashion activists to begin to be consistent with such habits with confidence. This has become interesting research because the fashion used by Diana Rikasari in her Instagram account is trying to convey the representation of streetwear fashion in urban communities. Diana also has a way to show herself through personal branding with unique clothes that make the fashion shown in her photos on Instagram interesting to be examined.

## **2. METHOD**

This type of research used in this study is qualitative research. This method is used for research by the author because it can provide a clear picture of the hidden facts. Qualitative research is research that is subjective and the results are more casuistic and not to be generalized (Krisyantono, 2006). Usually, qualitative research will lead to new theories because the questions that arise are descriptive to find out in-depth.

The subject that will be examined in this study is the fashion Diana Rikasari, who is one of the fashion bloggers who actively upload outfit photos on Instagram accounts. The population of this study comes from the streetwear fashion commonly used by Diana Rikasari, which is unique and colorful that is obtained through Diana Rikasari's social media. Researchers choose this fashion with the consideration that the fashion used can show how the self-disclosure and character of Diana Rikasari as a form of youth subculture representation of urban society.

Researchers use purposive sampling techniques to determine the appropriate sample and consideration of specific goals (Sugiyono, 2015). Researchers choose Diana Rikasari's clothing which is in the photo on her Instagram with the characteristics of Diana Rikasari's favorite color sample which is pink and yellow and wearing the most preferred fashion items including: Accessories, Skirt, Jacket, Bag, Boots/Sneakers, Hat, Glasses which are included in Diana Rikasari's My #OOTD diary which is confirmed by her on Instagram. In this study, secondary data will be using non-participant observation and documentation as primary data and literature studies as secondary data collection techniques. Non-participant observation means that researchers only have a function as observers of the meaning of fashion and are not directly involved in activities (Sugiyono, 2015). As primary data, researchers also analyzed Diana Rikasari's fashion as photo documentation with a screenshot showing streetwear fashion. Secondary data collection conducted in this study is the study of literature from books and some previous research. A literature study is a method of collecting data from books, magazines, journals, blogs, previous research, and other literature.

The analyst unit used in this study focuses on Diana Rikasari fashion. The data analysis technique uses the semiotic method and Roland Barthes's fashion system. Barthes, which has three elements of the garment as a matrix for understanding fashion involving Object (O), Support (S), and Variant (V). Object can be interpreted as the main sign in clothing, which accepts the process of tagging, Support is the part of the object that raises the significance of the object, then the last element is Variant as part of the object that contains significance (Barnard, 2011). To analyze Diana Rikasari's way of dressing, this can help determine the meaning of denotation, connotation, and myth to give the message to be conveyed through fashion.

In Diana Rikasari's fashion, denotation becomes the meaning of fashion that she used which is an object. For example, in Diana Rikasari using colored clothes, what motifs, and clothing models used. Unlike the meaning of connotation, the meaning will be made figuratively that makes people think or feel that will be different in each individual in assessing the object and then it can be concluded with the existing myth. To test the validity of the data, this study triangulated. This research uses theory triangulation, which is a technique to test the validity of data through decomposition of patterns, relationships, and includes explanations that arise based on perspectives in more than one theory so that they can be analyzed to find themes or explanations that will be used as a comparison and conclusions can be drawn (Krisyantono, 2006). This research will compare the theory of the fashion system from Malcolm Barnard and Roland Barthes.



### 3. RESULT AND DISCUSSION

Researcher conducted an interview with Diana Rikasari to confirm the style she likes according to Diana Rikasari's My #OOTD diary or is different. Resource person Diana Rikasari said through direct messages on Instagram that:

Researcher ask “Kak Diana, apakah pakaian favorite dan warna yang disukai warna pink dan kuning yang terdapat di Diana Rikasari's My #OOTD diary apakah masih sama? Karena Diary tersebut sudah dibuat pada tahun 2016. She answer “masih sama” (Diana, July 11 2019)

Youth subculture is described as part of a subculture that has norms, actions, and values that are different from the dominant culture, especially the culture of the early generations. Usually, youth culture is against the prevailing culture in society (Nofre, 2012). To analyze fashion, researchers analyzed Diana Rikasari's clothing using objects, variants, and support. Part of the fashion that will be analyzed are hairstyle, clothes, pants, skirts or dress, and shoes along with the accessories in accordance with the character of youth subculture that has been described. According to Brake (1985), the characteristics of the youth subculture are:

#### 3.1 Fashion and Culture Rebel

Youth subculture tends to be confident and brave (Brake, 1985). This group is involved in the subculture in the city and the artist group. They depend on the middle class and where the subculture of young people is involved. Style usually displayed by beat art, shows uniqueness, different from the others, and comfortable. Researchers analyzed the fashion wearing by Diana Rikasari based on the meaning of colors and fashion items related to the meaning of rebel culture.

##### 3.1.1 For The Love of Crochet



*Picture 1. Diana Rikasari wearing Vintage crochet top, Gorman pants, Gucci bag*

Table 1. For The Love of Crochet

<b>Signifier Denotative</b>	<b>Signified Denotative</b>
Screenshot photograph of Diana Rikasari standing outside build, in front of the door with bun hairstyle with swing hairpin and using vintage crochet top, Gorman denim pants with patch and rainbow belt. Diana brings drawstring bag, uses yellow glasses, and yellow sneakers with black socks.	<ul style="list-style-type: none"> <li>a. Top: Vintage Flowers Crochet top</li> <li>b. Pants: Blue Gorman Patch Jeans</li> <li>c. Shoes: Yellow Converse Sneakers</li> <li>d. Yellow Butterfly Glasses</li> <li>e. Bun with swing hairpin hairstyle</li> <li>f. Gucci drawstring bag</li> <li>g. Socks</li> </ul> <p>Diana Rikasari wearing a colorful vintage crochet top made of knit and wool knitted in such a way becomes a long-sleeved top and has a crew neck combined with Jeans subordinates that have blue pencil pieces. Jeans from the Gorman brand have patch variations. Butterfly sunglasses are still a favorite of Diana and are in harmony with yellow converse shoes that are used with black socks. Diana uses bun hairstyle with swing hairpin as accessories.</p>
<b>Signifier Connotative</b>	<b>Signified Connotative</b>
Diana Rikasari with her casual outfit using rainbow crochet top with crew collar and blue Gorman patch jeans along with yellow Converse sneakers, Diana brings Gucci drawstring bag and bun hairstyle with swing hairpin as accessories gives the impression of activewear to go like caption Diana that describes campus outfit.	<p>Red, yellow, green color from her crochet represents energy, comfort, happiness, optimism, natural, and cool like the habits of youth culture (Tavaragi &amp; Sushma, 2016). Based on the Encyclopedia of Clothing and Fashion (2005), the crochet perceives the status of an amateur woman and is still considered to have no expertise. Converse considered as sporty shoes become the chic symbol of city inhabitant and coed campus life.</p>

To complete her appearance, Diana Rikasari uses Longsleeve crochet with flower motif as a top. Crochet is made using technique is used to make clothing made from wool for use in bad climates such as Scandinavia and Scotland, where the early 19th century knit version, known as shepherd knit (Steele, Breward, Eicher, Major, & Tortora, 2005). Crochet is a radical outfit. Vintage crochet narrows the activity of women who support low and gather associations with amateurism, used for conceptual senior clothing.

According to Irish designer, Lainey Keogh uses knits to celebrate sensual femininity. In the Encyclopedia of Clothing and Fashion (2005), Vivienne Westwood has proven the connection with intricate ornate decoration techniques and people who require sure to get confidence because of wearing historical costume reworking clothes. This vintage style

provides a further example of the relationship between fashion and memory that they make by remembering fashion styles from the past. (Jenss, 2015).

In this photo, the representation of culture rebel is shown by Diana Rikasari when she wears Gorman blue jeans that have patch variations. The blue color in the jeans depicts intelligence, is smart in communication, and can be trusted (Tavaragi & Sushma, 2016). The rebellious image of blue jeans continued into the 1960s and 1970s when disobedient hippie youths made tattered blue jeans a part of their uniforms. Jeans have become very popular, but are still widely used by working people or young people (Sara & Tom, 2004). Jeans themselves are identical to that used by young people showing rebellious souls, jeans are also returning to retro fashion that has become an American fashion trend. Analysis of clothing Diana Rikasari found a myth about jeans related to the habits of rebellious young subculture. Jeans are also used by people who criticize the rules that exist or are dominant in their time to criticize and bring up the landscape of these dominant rules (Barnard, 2011).

Diana Rikasari chose wear Converse yellow shoes as footwear. In 1917, the Converse All-Star was high sneakers designed specifically for basketball. Bricolage converse shoes experience with turnaround times that make Converse shoes casual use in a variety of activities not only for basketball. The yellow color gives the impression of creativity and meaning of efficiency to her black socks (Tavaragi & Sushma, 2016). Selection of clothing from Diana Rikasari by choosing vintage crochet tops, blue jeans and converse shoes high waist yellow color to show a different fashion than most people by using unique crochet-knit different from the others and show the rebel side of the vintage fashion from Diana outfit.

### 3.1.2 Diana Plaid Raid Casual Outfit



*Picture 2. wearing Monki Tartan Blazer, Schmileyno Midi pants, Iwearup Sandals, Opening Ceremony bag*

Table 2. Diana Plaid Raid Casual Outfit

Signifier Denotative	Signified Denotative
<p>Screenshot of photos of Diana Rikasari standing in front of the wardrobe posing with her hand covering her lips. Diana uses a pink striped shirt with a tartan blazer, torn jeans shorts. She also uses headband accessories on his hair and still uses glasses. Handbags and black sandal wedges that are combined with black stockings with heart motifs and pink socks are also in harmony with the clothes used by Diana.</p>	<ul style="list-style-type: none"> <li>a. Shirt <ul style="list-style-type: none"> <li>- Object: T-shirt</li> <li>- Support: small striped with crew neck</li> <li>- Variant: pink colour</li> </ul> </li> <li>b. Blazer <ul style="list-style-type: none"> <li>- Object: blazer</li> <li>- Support: blazer with a male cut, with a notched collar there are two buttons on each side.</li> <li>- Variant: Monki, tartan, blue pink colour</li> </ul> </li> <li>c. Pants <ul style="list-style-type: none"> <li>- Object: jeans</li> <li>- Support: ripped</li> <li>- Variant: schmileymo, blue color</li> </ul> </li> <li>d. Shoes <ul style="list-style-type: none"> <li>- Object: Footwear</li> <li>- Support: Ankle sandals, adhesives.</li> <li>- Variant: heart pink motif, iwearup, black colour.</li> </ul> </li> </ul> <p>Diana uses Monki blazer blue tartan pink that matches the Opening Ceremony totebag bag with pink stripe shirt alloy schmileymo crew neck and ripped blue jeans short. She also uses black ankle sandals from her brand iwearup with heart-patterned black stockings and socks pink to support her outfit. Diana Rikasari still uses glasses accessories and pink headband and earrings.</p>
Signifier Connotative	Signified Connotative
<p>Fashion Diana Rikasari looks younger with her casual look, she uses a pink stripe crew neck shirt with Monki Tartan blazer that looks boyish but still relaxed with a blend of Schmileyno short ripped pants. Alloy more complete outfit with black sandals ankle with heart motifs from her brand.</p>	<p>Pink becomes the dominant color in outfit Diana Rikasari representing the impression to look younger, methodical and orderly. Although pink is identical to feminine, someone who likes pink has an optimistic, friendly and positive outlook. In terms of masculine and boyish entry in this outfit because Monki tartan blazer oversize used and there is a blue color is a dominant logic and coolness (Tavaragi &amp; Sushma, 2016). Monki blazer tartan on the subject is</p>

	associated with the expression of discontent, rebellion and incitement political ban makes tartan became a symbol of anti-establishment (Steele, Breward, Eicher, Major, and Tortora, 2005).
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In this photo the rebel culture shown by Diana Rikasari can be seen when she uses the dominant blue and pink tartan monki blazer. Pink is usually represented feminine, but there is an optimistic and positive outlook that is combined with blue which gives the impression of coolness (Tavaragi & Sushma, 2016). Tartan has a history of Scotland that is often romanticized, this fabric has a strong relationship and ideas about its historical identity. Tartan has been widely used as a fashion textile because it is attractive and has a characteristic in its pattern (Steele, Breward, Eicher, Major, & Tortora, 2005). History in 1745, there was a culloden battle by Catholic Prince Edwart Stuart and formed a challenge for the ruling King Hanovarian, George II. This caused tartan to be associated with rebellion and incitement to political bans. Tartans are often used to voice their dissatisfaction with the ruling class. The use of orthodox tartan, which has long been resolved with authority and humility, is then seen as an expression of dissatisfaction with modern society. Therefore tartan, which is imposed unconventionally and becomes a symbol of anti-establishment (Steele, Breward, Eicher, Major, & Tortora, 2005). The meaning of the tartan motif shows rebel culture in the youth subculture that is in accordance with Diana Rikasari outfit, she wants to show that the blazer is identical to the formal, combined with the tartan motif and the subordinate jeans that have been explained in the previous Diana outfits which have the rebel meaning attached to her clothing style the casual one.

To complete the look, she uses Black Up with a heart pink sandals as her footwear motif. Up is his brand that is often used by Diana to complement her fashion style. Sandals that have ankle style and adhesive sweeten the user's feet. The black color on the sandals gives the impression of strength, power, and stability but is still combined with a pink heart motif (Tavaragi & Sushma, 2016). This shows that she wants to style as she pleases without following the rules but still inserts her feminine side in her clothes because Diana has a colorful brand image.

Accessories that are often used are glasses, in this outfit she uses earrings and uses a headband that makes it eyecatching. From these explanations, the researchers found myths about the use of tartan motifs, ripped jeans, sandals straps and accessories used by Diana, a representation of a popular vintage style used by teenagers that gave the impression of rebel style. The use of vintage style becomes an update of old clothing or vintage makes a trend

that clothing is popular among teenagers who fight with the existing mainstream fashion (Veenstra & Kuipers, 2013).

### 3.2 Fashion and Delinquent youth

Youth are attached to the nature of delinquency and even cultural reflection that comes from their parents and even from the surrounding environment (Barnard, 2011). Delinquent people usually arise because a person does not get respect in the environment and looks for an identity outside the habits of other youth people. 'Subculture delinquent' has emerged through conflict with the culture-oriented middle class and deliberate violation of the norms of the middle class and a long-established tradition, typically patterned with its own integrity (Macdoland, 2001).

#### 3.2.1 Intentionally Mismatched



Picture 3. Diana Rikasari wearing Lazy Oaf t-shirt & skirt, Chanel bag, Adidas sneakers

Table 3. Intentionally Mismatched

Signifier Denotative	Signified Denotative
Screenshot of Diana Rikasari's photo standing outside the building using rainbow t-shirts and skirts, holding handbags, and wearing mismatched leggings in red and yellow. She also wears white and yellow Adidas sneakers. Diana is wearing her butterfly glasses to complement her fashion.	<ul style="list-style-type: none"> <li>a. Top: Lazy Oaf Rainbow t-shirt with round neck</li> <li>b. Skirt: Lazy Oaf rainbow with back pocket mini Skirt</li> <li>c. Shoes: Yellow and White Sneakers</li> <li>d. Yellow Butterfly Glasses</li> <li>e. Messy bun hairstyle</li> <li>f. Chanel handbag</li> <li>g. Red and Yellow miss-matched leggings</li> </ul> <p>Diana Rikasari was wearing a set of tops and skirt who had pockets in the back patterned with smiles from Lazy Oaf multicolored in tune with the color leggings, she also wears shoes in different colors of</p>

	white and yellow for her fashion adjust. Diana still uses yellow butterfly glasses, large earrings, and two bracelet accessories.
<b>Signifier Connotative</b>	<b>Signified Connotative</b>
In the photo, Diana Rikasari wears Yellow Butterfly Glasses as favorite glasses. She wears a rainbow t-shirt and skirt by Lazy Oaf and also mismatched red and yellow leggings. She wears white and yellow sneakers and channel handbags.	Diana wants to show a different appearance from her looks this time. The Lazy Oaf T-shirt that matches the skirt that presses the body displays an impression of confidence. The motive of a smile when giving the impression is happiness and pleasure. The choice of yellow and red mismatched leggings is also influential. The yellow color which is one of Diana Rikasari's favorite colors in her leggings shows the strongest colors that display confidence and red as courage and strength-giving the impression of youth culture look like (Tavaragi & Sushma, 2016).

Fashion Diana Rikasari represents self-confidence through how to impress her fashion. Diana Rikasari in this picture uses a Rainbow Lazy oaf with a round neck body press along with the matching skirt combined with leggings that are incompatible with white and yellow Adidas Sneakers. The dominant color consists of red which has an energetic connotative meaning and courage, someone who uses this color can debate someone who is confident and dares to appear and be the center of attention. In addition to red, there is a yellow color that adds to the confidence and optimism in his appearance (Tavaragi & Sushma, 2016). Diana Rikasari uses a skirt that has the same motif with the same clothes which brand is Lazy Oaf but is unique with a smile motif touting happiness like the feelings displayed by young people. From the explanation above, the writer found above that Lazy Oaf is used by Diana Rikasari is related to the character of confident children. Multicolor clothes and press on the body display an image that is believed to be self-confident and brave. The colors that the clothes are made are unique, alluring and attracting attention (Steele, Breward, Eicher, Major, & Tortora, 2005).

Both of these clothes are then combined with various accessories along with yellow butterfly glasses that she always uses. Yellow color in the glasses represents the desire of the user to choose happiness, sunny, bright, and happy thoughts. This color also represents the future, and the person who is moved is someone who is looking forward to the future and all that can be carried (Bleicher, 2012). Diana is seen wearing a white round earring, this is an accessory that beautifies her appearance that she wears in her ear (Steele, Breward, Eicher, Major, & Tortora, 2005). The white color on the earrings that she uses is also related to

creativity. Diana's large round earrings give an attractive appearance. Other accessories he uses two bracelets one of which is purple. Purple color chosen appears peace, wisdom, and royalty (Tavaragi & Sushma, 2016). Diana fashion is increasingly attractive coupled with a handbag which is an unusual item from mainstream fashion for young women. The fashion wear by Diana Rikasari shows the result of a lack of attention from the surrounding environment by wearing unusual clothes and mismatching with colors.

### 3.2.2 Diana Sparkle outfit



*Picture 4. Diana Rikasari wearing Iron Maiden t-shirt, Hummingbird headband, Jacquemus bag, Chanel bag, Dior shoes.*

Table 4. Diana Sparkle outfit

Signifier Denotative	Signified Denotative
Screenshot Diana photo using oversized Iron Maiden t-shirt modified with embroidered black flowers with gold beads contained pink slingbag. Transparent mesh net dior black pants and use as a complementary fashion slingback Diana Rikasari. She also still uses her accessories such as headband, earrings, and sunglasses.	<ul style="list-style-type: none"> <li>a. Shirt <ul style="list-style-type: none"> <li>- Object : T-shirt</li> <li>- Support: cotton, embroidery flowers and crewneck</li> <li>- Variant: Iron Maiden and black color</li> </ul> </li> <li>b. Pants <ul style="list-style-type: none"> <li>- Object: Mesh Net pants</li> <li>- Support: net,beads.</li> <li>- Variant: black color</li> </ul> </li> <li>c. Shoes <ul style="list-style-type: none"> <li>- Object: slingback footwear</li> <li>- Support: strap and 5 cm heels</li> <li>- Variant: Dior, black white color</li> </ul> </li> </ul>
	Diana uses black Iron Maiden with a crewneck and alloy beads embroidered flowers and a black mesh net, has gold and pink bag Jacquemus Channel mini slingbag



	along with Dior slingback with strap with Approximately 5 cm heels. She also wears Hummingbird headband, two hoops earrings, and butterfly sunglasses.
<b>Signifier Connotative</b>	<b>Signified Connotative</b>
Diana Rikasari with sparkle outfit using black Iran Maiden t-shirt crew neck and black mesh net pants along with black slingback with strap and 5cm heels seen from this fashion gives the impression of casual and different from her habit of wearing rainbow colors.	The dominant black color of his clothing represents sophistication, emotional security, efficiency and substance but there is still a glamorous impression because it borders with beaded flowers on his shirt (Tavaragi & Sushma, 2016). According to the Cyclopedia of Clothing (2005), embroidery can show social status, wealth of users to the belief system.

In this photo, Diana Rikasari uses casual clothes with style music pop rock. The style of this band is dominant with black which has the most interesting color impression that represents the color of anarchy and dares to show itself. Black represents those who are not about what she has and not what they want but Diana still gives the impression of glamor on her shirt with flower beads and combined with mesh pants (Bleicher, Contemporary Color Theory and Use, 2012). The embroidery itself has a meaning of trust that would indicate someone's social status (Steele, Breward, Eicher, Major, and Tortora, 2005). Diana does not leave the impression of colorful glamor by add embroidery and using mesh pants to attract the attention of people. Researchers concluded that there is a myth that shows delinquent teenage habits that like to attract someone's attention by wearing Diana Rikasari's clothes (Macdoland, 2001). Someone who opposes fate and might do it just to look different and not do what others do (Bleicher, 2012).

Outfit used by Diana Rikasari shows fashion as a picture of a young person who is happy with rock music. She wearing a t-shirt with the logo of the rock band they love, young people will often wear a band shirt anywhere when they likes to use it which is characteristic of children punk and a description of a delinquent young person who is grouped using their favorite band T-shirt. The headband accessories worn by Diana Rikasari were U-shaped accessories that were used as early as 3500 SM, men and women Mesopotamian used as a headband to hold hair and place it as a crown on their heads. In the Middle Ages, European royal women wore metal in the form of crowns or cornet by using it like a veil. The clothes that are used in Diana are combined with pink headbands depict the Diana who wants to be noticed by others with a look that attracts attention.

### 3.3 Fashion and Respectable youth

Obviously, youthful rebellion is relative and shows that most young people make it through their youth, living without getting involved in the habits of most teenagers or at least these aspects are seen as deviating from habits. Young people usually follow the fashion style, but do not necessarily follow the lifestyle of most friends in the neighborhood.

#### 3.3.1 Its Rainbow Party



Picture 5. Diana Rikasari wearing Gorman kimono, Daisy Street top, Moschino skirt&belt, Staud bag, Monki shoes, Sunjellies sandals

Table 5. Its Rainbow Party

Signifier Denotative	Signified Denotative
Screenshot photograph of Diana Rikasari standing outside the building with ponytail hairstyle and using multi-colored band and using many-colored kimono, tops and skirts. Diana also uses glasses, belts, bucket bag and pink jelly sandals with white socks.	<ul style="list-style-type: none"> <li>a. Top: Long Sleeve Shirt</li> <li>b. Outer: Kimono</li> <li>c. Skirt: Mini Skirt</li> <li>d. Shoes: Shoes/ Sandals</li> <li>e. Yellow Butterfly Glasses</li> <li>f. Band</li> <li>g. Ponytail hairstyle</li> <li>h. Bucket bag</li> <li>i. Socks</li> </ul> <p>Diana Rikasari wearing colorful striped knit long sleeve shirt and have crew neck also which suitable Gorman colorful kimono has <i>lis</i> blue and white as characteristic design and Moschino abstract print mini skirts. She also wears pink jelly sandals to support her appearance by combining white socks. She uses accessories in her hair such as band, pigtailed and bucket bags that match rainbows color with a ponytail hairstyle. She also uses butterfly yellow glasses to compliment her outfit.</p>

<b>Signifier Connotative</b>	<b>Signified Connotative</b>
Diana Rikasari wearing colorful clothes that she gave the theme of the rainbow party from the use of long sleeve tops with rainbow kimono, also mini skirts with pink jelly sandals and bucket bags.	Fashion Diana wants to show that she is attractive and confident. Rainbow colors have different connotations that indicate different emotions and behaviors, bright colors are associated with positive energy that describes a spirit of optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity (Tavaragi & Sushma, 2016).

In the photography, Diana Rikasari wore a colorful striped kit, a long-sleeved shirt, and had a crew neck, blue and white Gimono kimono, a mini Moschino abstract print skirt and pink jelly sandals to support her appearance by combining white socks. Her eccentric appearance with various fusion made her more confident. The clothing that Diana used represent youth culture who are competing to make new things with new creativity (Putra, 2017), complete with Diana Rikasari's tastes that discuss the youth subculture who are attractive and confident.

Kimono is a traditional dress survives in some rural Japanese communities as a self-conscious expression of conservative values (Steele, Breward, Eicher, Major, & Tortora, 2005). Bricolage in fashion history, kimono was made into traditional clothing that was used in important events, then changed into sleepwear, and most recently kimono was used as an outer covering to protect fashion users from bad weather (Barnard, 2011). Bricolage has connections with cultural processes that can also construct identity. Claude Lévi-Strauss defined the bricoleur as someone who proceeds in an improvisatory fashion and the bricolage process as an activity based on adapting to and interpreting more meanings from “being” in the world (Ghent, 2017).

Diana also uses a long sleeve shirt that adds attention. Daisy street Long sleeve that is made from knitwears and an impression of a body. Usually, someone who chooses a sexy alluring style comfortably shows their body shape. The clothes used to give the impression of confidence because it becomes noticed by many people and dare to show themselves to have different views (Steele, Breward, Eicher, Major, & Tortora, 2005). Several colors can be seen in the appearance of Diana Rikasari fashion but there is a dominant yellow color. Yellow is the color of the sun, associated with laughter, happiness, cheerfulness and pleasant moments. A person who uses yellow feels optimistic because the brain releases more serotonin (a

hormone believed to give comfort and pleasure) when around bright yellow (Tavaragi & Sushma, 2016).

Showing off legs under short skirts has been interpreted as a form of empowering women. Fashion used by Diana Rikasari found the myth that the clothes used depict a brave and confident person, from the long sleeve used to adopt a sexy alluring style that is only used by someone who dares to appear and be displayed with colors that represent young culture like happiness, cheerfulness, truest self and pleasant things (Steele, Breward, Eicher, Major, & Tortora, 2005). Fashion items are combined by Diana Rikasari with pink jelly sandals with white socks that add to the look of happiness and sincerity.

### 3.3.2 Yellow With a Hint of Rainbow



Picture 6. Diana Rikasari wearing Burberry hat and bag, UP sweater

Table 6. Yellow With a Hint of Rainbow

Signifier Denotative	Signified Denotative
A screenshot of Diana Rikasari in a yellow outfit that uses a bucket hat, sweater and floral motif. To support her appearance she used rainbow stockings and brown boots. She carried a shoulder bag, a long scarf and still wear glasses.	<ul style="list-style-type: none"> <li>a. Upper clothing <ul style="list-style-type: none"> <li>- Object: Sweater</li> <li>- Support: crew neck</li> <li>- Variant: Up brand, yellow color</li> </ul> </li> <li>b. Skirt <ul style="list-style-type: none"> <li>- Object: Mini skirt</li> <li>- Support: highwaist skirt</li> <li>- Variant: flower motif and yellow color</li> </ul> </li> <li>c. Shoes <ul style="list-style-type: none"> <li>- Object: boots</li> <li>- Support: with 5 cm heels</li> <li>- Variant: velvet, brown color</li> </ul> </li> </ul> <p>Diana Rikasari wear a yellow sweater with crewneck combined with a higwaist floral</p>

	motif gives the impression of a higher Diana. Floral motifs represent fashion in the early 2000s. Diana Rikasari uses rainbow stockings and brown velvet boots with 5 cm heels as the compliment for her fashion look. Accessories such as long scarves, Burberry bucket hats, Burberry shoulder bags and sunglasses are also used by Diana.
<b>Signifier Connotative</b>	<b>Signified Connotative</b>
In that picture, Diana Rikasari's fashion is dominant in yellow. The yellow sweater from the UP brand is combined with a floral high waist mini skirt. The yellow color in Diana's fashion gives the impression of being fresh and trendy. And also shoes, Diana chose to use boots with 5cm heels that looked attractive by choosing her rainbow stockings.	The yellow color in the Diana Rikasari display gives the connotative meaning of optimism, confidence, and self-esteem (Tavaragi & Sushma, 2016). Fashion used Diana Rikasari also gives the impression of a winter look with a selection of fashion sweaters, high waist skirt with thick stockings and accessories long rainbow-colored scarf. Boots in the 1990s initially as a provocative symbol is now used as a symbol of feminine and fashionable (Steele, Breward, Eicher, Major, and Tortora, 2005).

In the photo, Diana Rikasari uses a sweater with the brand Up which is yellow and has a crewneck, a yellow high waist skirt with a floral motif, brown ankle shoes with 5cm heels combined with lighting her rainbow as the clothes she gave the title with yellow with a little rainbow. Yellow is the color that represents the intense hue that comes and happy thoughts. Only this color represents teenagers to display happiness or ask for happy and successful results in victory (Bleicher, 2012).

Based on the explanation above, researchers found the myth that the color yellow gives the meaning of self-confidence, cheerful and happy (Tavaragi & Sushma, 2016), like the habits of adolescents who can accept what is good or bad that can be learned through the learning process during adult life to get happiness and shape self-confidence (Hakim, 2002). Cheerfulness attached to adolescence is a result of the transition from childhood cooking to adulthood which is still carried over by its childish nature and is just beginning to enter new problems in the problem age phase (Nurul R & Flora G, 2014).

### 3.4 Feminine Romantic

Feminine romantic style closely with the girly and gentle. They will select their fashion items more carefully and only use clothes with sweet details such as lace and dress. They also like floral motifs with soft pastel colors. The character of the style is not far away from a feminine, soft and romantic. They love the colors that touch the heart, such as soft pink, baby blue, turquoise, and peach.

### 3.4.1 Diana Rikasari Bright Stripes



Picture 7. Diana Rikasari wearing all UP sunglasses chain, tote bag and sandals (Bright Stripe)

Table 7. Diana Rikasari Bright Stripes

Signifier Denotative	Signified Denotative
<p>Screenshot of Diana Rikasari's `portrait standing in front of the sign "exit, way out" with short hairstyle and using pink hat. Diana also uses sunglasses chain combined with blue, red, orange, and pink suit. To complete her appearance, she wears some accessories from her brand UP, such as sunglasses chain, clear white tote bag, and sandals.</p>	<ul style="list-style-type: none"> <li>a. Top <ul style="list-style-type: none"> <li>- Object: Blouse</li> <li>- Support: V neck, Crop, Wrap on waist, and long sleeve</li> <li>- Variant: Multi-color stripe such as blue, red, orange, and pink</li> </ul> </li> <li>b. Top: <ul style="list-style-type: none"> <li>- Object: Tanktop</li> <li>- Support: Sleeveless and round neck</li> <li>- Variant: Black colour.</li> </ul> </li> <li>c. Skirt: <ul style="list-style-type: none"> <li>- Object: Midi Skirt</li> <li>- Support: A-shape and detail on the waist.</li> <li>- Variant: Multi-color stripe such as blue, red, orange, and pink</li> </ul> </li> <li>d. Shoes: <ul style="list-style-type: none"> <li>- Object: Footwear</li> <li>- Support: Flat and White strappy with a happy rainbow statement.</li> </ul> </li> </ul> <p>Diana wore a suit of clothing whose top was a blouse stripe with a plain black tank top in combination with a subordinate skirt with an A-shape. The color used is not far from</p>

	the rainbow color. Diana uses flat footwear "I am Rainbow sandals" produced from her brand. Eye-wear accessories that use a transparent chain and tote bag that are also used from the Up brand. Hats are also a complement to the Diana hairstyle.
<b>Signifier Connotative</b>	<b>Signified Connotative</b>
Fashion Diana Rikasari looks more mature with a v-neck casual rainbow blouse suit and a midi skirt, she wears eye-wear accessories with pink chains and berets to support her appearance. He also looks mature and elegant with rainbow flat sandals.	The clothes that Diana Rikasari wears have a dominant dark blue strong meaning that stimulates a clear and lighter mind, while the light blue color understands women who are gentle, personal, calm and easy to concentrate (Tavaragi & Sushma, 2016). Flat shoes that Diana uses are easy to move freely and relaxed (Steele, Breward, Eicher, Major, & Tortora, 2005).

Historically the term "blouse" used to be a female corset separated from its skirt-shaped subordinates, this word comes from a French name to describe a man's loose work shirt and was first used in English for men's shirts. Blouse is worn by feminine women that begin with underwear known as clothes, shifts, or chemise, which has the function of absorbing sweat and protecting the skin before outerwear (Steele, Breward, Eicher, Major, & Tortora, 2005). Blouse with a matching color with her skirt has a dominant blue color depicting softness, calm and easy to concentrate like a feminine woman (Tavaragi & Sushma, 2016).

Fashion Diana Rikasari looks feminine from the meaning of the denotation and connotation of the clothes she uses. She wants to look mature and motherly by wearing a casual rainbow suit but still looks elegant and feminine. Feminine look of a blouse with a v-neck that is doubles with a black tanktop underwear combined with matching A- shape midi skirt with the sandals worn seem relaxed. This makes researchers get the myth that blouse and skirt suits depict women who are feminine and motherly.

Diana Rikasari uses I am Rainbow sandals from her brand, flat sandals that are used make it easier to move from Diana, besides sandals describe someone who is flexible. Her favorite accessories like sunglasses are also not out of her outfit this time, it becomes even more interesting there is a chain from the UP brand that makes the unique look of the cat's eye sunglasses he uses. The pink beret that is used where the Diana Rikasari hair pad adds to the impression of a feminine, full of love and calming. The use of a transparent tote bag also adds to the impression that women are open and easy-going.

### 3.4.2 Diana Rikasari Shopping Plants Outfit



Picture 8. Diana Rikasari wearing Pimkie dress, Delia's bag, UP sandals

Table 8. Diana Rikasari Shopping Plants Outfit

Signifier Denotative	Signified Denotative
Screenshot of Diana Rikasari standing with a ponytail hairstyle and using a Pimkie floral dress with yellow and pink strap Up sandals using a sock, has along with Delia's sling bag. Pink glasses and pearl necklaces were chosen as the accessories.	<p>a. Dress</p> <ul style="list-style-type: none"> <li>- Object: Dress</li> <li>- Support: V-neck, Button placket, and Tie back</li> <li>- Variant: Pimkie brand, Floral print, and multi color</li> </ul> <p>b. Shoes</p> <ul style="list-style-type: none"> <li>- Object: Footwear</li> <li>- Support: Straps with fluffy</li> <li>- Variant: Iwearup brand, Naomy Fluffy, pink yellow color</li> </ul> <p>Floral print dress is used by Diana Rikasari to shop plants that have a button placket, tie back, and v-neck shows her pearl pink necklace. Her naomy fluffy strap sandals with a sock as the complement to her feminine look. She also still uses sunglasses as his favorite accessories and black Delia sling bag.</p>
Signifier Connotative	Signified Connotative
In the photo, the fashion used by Diana Rikasari looks feminine with a floral print dress that has a button placket, a tie back that can show her body shape, and a v-neck with a pearl necklace. The choice of dress colors from pimkies showed Diana to look fresh among the plants around her. The selection of footwear by Diana Rikasari	Fashion Diana Rikasari wants to show the side of young people who want to look feminine. Multi colors that show the dominant color of magenta pink with floral motifs that indicate sensitive, soft, and pleasant (Tavaragi & Sushma, 2016). She completes her clothes by using sandals from her brand that makes him comfortable and



namely Naomy Fluffy Sandals adds to the feminine impression.	relaxed.
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Diana Rikasari use casual dress with button placket, tie back, and v-neck show her pink pearl necklace comes from brand Pimkie. Floral motifs found on the dress gives the impression of chic, polite, majesty and softness with the dominant color magenta and blue represents calm, feminine and sensual emotion to color magenta and blue colors depict intelligence, confidence, and tenderness (Tavaragi & Sushma, 2016).

Diana wore makeup with natural makeup, but gives the impression of bold on the lips with red lipstick. Using lipstick, putting on face and eyes or doing makeup on her face indicates that someone wants to communicate their identity and show their status. Using eyebrows, lipsticks to be a trend among adolescents with the signifiers in a grooming code that has ancient origin (Danesi, 2018).

She uses sandals from her brand again with a choice of naomy fluffy with pink and yellow straps that look good combined with socks and makes it easy to move as previously described. Pink neclace used gives a more fashionable impression. The slingbag used is the point of interest because it is black and has a smile motif in front of it. The accessories that she must use are glasses with transparent colored glass, the impression of people having fun on his outfit. Wearing a dress and wearing makeup make a feminine look. From the above explanation, researchers found the myth that women not only use clothes, but try to center of attention and try to be different from the other (Barnard, 2011).

#### 4. CONCLUSION

From the results and discussion above, fashion has a communication meaning that can represent the youth subcultures based on the semiotic theory of Roland Barthes and the categorization have relation with characteristic of youth subculture that want to show from fashion Diana Rikasari's photo.

Fashion in Diana Rikasari's photo gives meaning and myth that represent youth subculture characteristic. By wearing a complete fashion such as top and bottom clothes, shoes, and accessories could be markers a medium to deliver expression and signifies her character from denotative, connotative and myth meanings that can show by fashion of Diana Rikasari.

Fashion in the photos has meaning if we look at it more clearly. Diana Rikasari's fashion represents her expression according to her character. Diana Rikasari's fashion combines the colors of her clothes or motifs to represent her character like

Denim, crochet design and tartan motifs show uniqueness and look different showing rebellion characters while the mismatching colors that Rikasari wears and the clothes with embroidery show that she wants to get attention from her surroundings by dressing differently than usual, such as a deliquenth youth character.

Even though the youth subculture has several characters, she also shows her caring nature by using multicolor clothes and yellow outfits that show confidence and attractive, she also wanted to show the feminine aspects of romantic and motherly by wearing bright stripe and floral dress for buying plants.

Fashion create for bold, colorful, simple, fun, communicative, and they take advantage of the simplicity of streetwear to make a big statement. Streetwear fashion is the easiest mode to express theirself by showing a new feeling in fashion, openness to diversity, inclusiveness, a new attitude. Urban communities use clothes to just tell stories and have fun. They usually set aside their money to buy streetwear fashion which will be created according to fashion to be their own style, because their inspiration comes from what they experience in everyday life, they're always looking, different, always noticing and making the center of attention such as youth subculture characteristics. The limit of this research is that researchers only analyze Diana Rikasari through youth subculture characteristics, so the suggestions for future research can analyze the character through lifestyle or other on Diana Rikasari's photo.

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